## Agribusiness

**An International Journal** 

## **VOLUME CONTENTS**

| Volume 15, Number 1, Winter 1999   |     |
|--|-----|
| ARTICLES   |     |
| Predicting Mergers and Acquisitions in the Food Industry   |     |
| Adesoji Adelaja, Rodolfo Nayga, Jr., and Zafar Farooq  | 1   |
| Vertical Organization of Agribusinesses in Transition Economies:<br>Hungarian Production Systems or Agricultural Franchising?<br>Dirk W. Rudolph | 25  |
| State Trading and Non-Price Discriminatory Trade: The Case of Japan's Wheat Imports Kevin Chen and Harvey Brooks                                 | 41  |
| Mandatory Versus Voluntary Approaches to Food Safety  Kathleen Segerson  | 53  |
| Predicting Japanese Dairy Consumption Behavior Using Qualitative Survey Data<br>Yasuhito Watanabe, Nobuhiro Suzuki, and Harry M. Kaiser          | 71  |
| Media-Specific Returns to Generic Advertising: The Case of Catfish  Henry W. Kinnucan and Yuliang Miao   | 81  |
| Market Power and the Demsetz Quality Critique: An Evaluation for Food Retailing  Ronald W. Cotterill   | 10  |
| The Magnitude and Nature of Situational Influence on Japanese Snacking: The Role of Fruit  Kenneth C. Gehrt and Soyeon Shim                      | 119 |
| FORUM  |     |
| A Plea for Economic Research to Improve Market Efficiency  Joseph D. Coffey  | 13  |
| A Plea for Economic Research to Improve Market Efficiency: Response to Joseph Coffey  John W. Helmuth  | 14  |
| BOOK REVIEW  |     |
| Jeffrey S. Royer   | 14  |
| Volume 15, Number 2, Spring 1999   |     |
| ARTICLES   |     |
| Methodologies for Ex Ante Projections of Adoption Rates for Agbiotech Products:<br>Lessons Learned From rBST                                     |     |
| W. Lesser, John Bernard, and Kaafee Billah   | 14  |
| Competitiveness in the European Dairy Industries   |     |
| Klaus Drescher and Oswin Maurer  | 16  |
| An Empirical Analysis of State Agricultural Product Promotions:  A Case Study on Arizona Grown   |     |

Paul M. Patterson, Hans Olofsson, Timothy J. Richards, and Sharon Sass

179

## II VOLUME CONTENTS

| FORUM ON CEREAL PRICES  |     |
|---|-----|
| Jawboning Cereal: The Campaign to Lower Cereal Prices   |     |
| Ronald W. Cotterill   | 197 |
| Consumers in a Box: A Consumer Report on Cereal   |     |
| U.S. Representatives Samuel Gejdenson and Charles Schumer   | 207 |
| Fact Sheet: Fact Versus Myths About Breakfast Cereal Pricing and Promotion  |     |
| Grocery Manufacturers of America  | 219 |
| Statement on the Breakfast Cereals Industry  Alfred E. Kahn   | 223 |
| High Cereal Prices and the Prospects for Relief by Expansion of Private Label and<br>Antitrust Enforcement                    |     |
| Ronald W. Cotterill   | 229 |
| Breakfast Cereals: The Extreme Food Industry  |     |
| John M. Connor  | 247 |
| Consumers Still in a Box: The High Price of Breakfast Cereal  |     |
| U.S. Representatives Samuel Gejdenson and Charles Schumer   | 261 |
| An Estimation of Consumer Benefits From the Public Campaign to Lower Cereal Prices Ronald W. Cotterill and Andrew W. Franklin | 273 |
| FORUM ON AGRICULTURAL MARKETING   |     |
| Response to Joseph Coffey   |     |
| Steven Buccola  | 289 |
| BOOK REVIEW   |     |
| Reynold P. Dahl   | 291 |
| Volume 15, Number 3, Summer 1999  |     |
| ARTICLES  |     |
| Empirical Analysis of Competitive Interaction in Food Product Categories  William P. Putsis. Jr.                              | 295 |
| Price Discrimination in the International Grain Trade: The Case of Canadian Wheat Board Feed Barley Exports                   |     |
| Harvey Brooks and Troy G. Schmitz   | 313 |
| The Role of the WTO and the International Agencies in SPS Standard Setting  |     |
| Alan Swinbank   | 323 |
| Analyzing Technical Trade Barriers in Agricultural Markets: Challenges and Priorities  Donna Roberts                          | 335 |
| Impact of Sanitary and Phytosanitary Standards on Developing Countries and the Role   | ••• |
| of the SPS Agreement  Spencer Henson and Rupert Loader  | 355 |
| Doing Well by Doing a Body Good: An Evaluation of the Industry-Funded Nutrition   | 555 |
| Education Program Conducted by the Dairy Council of California  | 074 |
| Julian M. Alston, James A. Chalfant, and Jennifer S. James  | 371 |
| China's Feed Grain Market: Development and Prospects Wei-Ming Tian and John Chudleigh   | 393 |
| vverviniu nan anu John Chudelon   | 393 |

III

## Effects of Product Attributes and Consumer Characteristics on Attitude and Behavior: The Case of Peanuts in a Transition Economy Wanki Moon, Wojciech J. Florkowski, Larry R. Beuchat, Anna V. A. Resurreccion, Manjeet S. Chinnan, Pavlina Paraskova, and Jordan Jordanov 411 **BOOK REVIEW** Pigs, Profits, and Rural Communities, by Kendall M. Thu and E. Paul Durrenberger (Eds.) E. Wesley F. Peterson 427 Volume 15, Number 4, Autumn 1999 ARTICLES Sources of Technological Development in the Spanish Food and Drink Industry. A "Supplier-Dominated" Industry? Marian Garcia Martinez and Jim Burns 431 Modeling Demand Structure Using Scanner Data: Implications for Salmon **Enhancement Policies** Cathy R. Wessells and Petter Wallström 449 SPECIAL SECTION: SYMPOSIUM ON COMMODITY PROMOTION RESEARCH Symposium on Commodity Promotion Research: Introductory Remarks Henry W. Kinnucan and John P. Nichols 463 The Science and Art of Promotion Evaluation George C. Davis 465 On Improving Econometric Analyses of Generic Advertising Impacts William G. Tomek and Harry M. Kaiser 485 Explaining the Differences Between Two Previous Meat Generic Advertising Studies Nouhoun Coulibaly and B. Wade Brorsen 501 Evaluating the Beef Promotion Checkoff: The Robustness of the Conclusions Ronald W. Ward 517 Measurement of Advertising Effectiveness Using Alternative Measures of Advertising Exposure Chanjin Chung and Harry M. Kaiser 525 Commodity Checkoff Programs as Alternative Producer Investment Opportunities: The Case of the Soybeans Gary W. Williams 539 **BOOK REVIEW** Food Processing: An Industrial Powerhouse in Transition (2nd ed.), by John M. Connor and William A. Schiek Richard L. Kilmer 553 **Author Index to Volume 15** 555

**Volume Contents**